

**DEPARTMENT OF HEALTH SERVICES**

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SACRAMENTO, CA 94234-7320  
(916) 654-8076

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SEP 29 2000

September 25, 2000

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BUSINESS SERVICES MMCD Policy Letter 00-04  
CORPORATE COMPLIANCE

TO: [X] Geographic Managed Care  
[X] Two-Plan Model Plans

SUBJECT: PLAN-PAID ADVERTISING EXTENDED UNTIL JANUARY 31, 2001

**BACKGROUND**

Due to the Percent of Poverty mail out for aid codes 47, 72, 7A, 8P, and 8R, the date for phasing out Plan-Paid Advertising (PPA) from enrollment packets will be extended to January 31, 2001, as noted below. On May 12, 2000, the Medi-Cal Managed Care Division (MMCD), Plan Management Branch mailed a letter to the Geographic Managed Care and Two-Plan Model Plans requesting that health plans (Plans) review a Policy Letter regarding PPA. Specifically, MMCD requested Plans review the draft Policy Letter concerning the phase out of PPA from the Medi-Cal enrollment packets and provide us with proposed revisions and/or comments. We would like to thank those Plans that submitted comments and apologize for any confusion regarding this phase out.

As you are aware, MMCD has allowed Plans to submit separate PPA materials in the Medi-Cal enrollment packets at the Department of Health Services (DHS) expense. This policy decision was made to aid in the promotion of managed care during the conversion process and to supplement State-produced informing materials.

**GOAL**

The purpose of this Policy Letter is to inform Plans that the DHS/MMCD will eliminate PPA from Medi-Cal enrollment packets, effective January 31, 2001. The Department will allow Plans the option to dedicate one page of PPA in their own Provider Directory.

**POLICY**

DHS will no longer accept separate PPA materials for inclusion into Medi-Cal managed care enrollment packets after January 31, 2001. The effective date was extended due to the recent demand for inventory to satisfy the need for the special mailing for the percent of poverty rollout; therefore, assuring equitable distribution of Plan materials. In



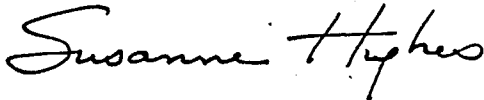
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addition, the extended cessation date will allow for a three-month phase out period to allow all affected Plans to bring their current stock up to the maximum number allowed at MAXIMUS, the Department's enrollment contractor. MAXIMUS was instructed to maintain a 70-business-day supply of all materials; therefore, Plans will be given the opportunity to bring their inventory up to the allowable limit. This will allow all affected Plans equal distribution of PPA until the supplies are exhausted or until January 31, 2001. The remaining supply of PPAs will be returned to the Plans or destroyed per the Plan's request. (Please notify your contract manager no later than January 1, 2001, as to which you would prefer.)

After January 31, 2001, Plans may still distribute PPA materials through the special mailer process available through the Department's Central Issuance & Delivery Unit (many Plans currently use this process to initiate special mailings). All associated costs will be the responsibility of the Plans. In addition, Plans will be allowed the option to dedicate one page in their own Provider Directory (PD) specifically dedicated to PPA.

Your cooperation in adhering to these guidelines and instructions is greatly appreciated. If you have any questions, please contact your contract manager.

Sincerely,



Susanne M. Hughes  
Acting Chief  
Medi-Cal Managed Care Division

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**SAN BERNARDINO COUNTY  
CALIFORNIA HEALTH CARE OPTIONS  
PRESENTATION SITES TO THE PUBLIC  
OCTOBER 2000**

| <b>CITY</b>      | <b>LOCATION</b>   | <b>DAY</b>         | <b>TIME</b>                         | <b>LANGUAGES</b>  |
|------------------|---|--------------------|-------------------------------------|-------------------|
| Colton           | Department of Social Services<br>2040 W. Woodpine Ave.          | M, W & F           | 9:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |
| Fontana          | Department of Social Services<br>7977 Sierra Ave.               | T & TH             | 9:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |
| Hesperia         | Department of Social Services<br>9655 9th Ave.                  | M, W & F<br>T & TH | 9:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |
| Ontario          | Department of Social Services<br>Medi-Cal<br>1637 E. Holt Blvd. | M, W & F           | 9:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |
| Rancho Cucamonga | Department of Social Services<br>10825 Arrow Rte.               | T & TH             | 9:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |

**Presentation, times, dates, and locations are subject to change.** Please contact the Health Care Options toll-free number **1(800) 430-4263** to verify the schedule before attending. Additional sites may be available at the time of your call. **Health Care Options will not be conducting presentations on October 9<sup>th</sup> due to Columbus Day and on October 27<sup>th</sup> due to a staff meeting.**

**SAN BERNARDINO COUNTY**  
**CALIFORNIA HEALTH CARE OPTIONS**  
**PRESENTATION SITES TO THE PUBLIC**  
**OCTOBER 2000**

| CITY   | LOCATION  | DAY      | TIME                                | LANGUAGES         |
|--|---|----------|-------------------------------------|-------------------|
| Redlands   | Department of Social Services<br>881 W. Redlands Blvd.                      | T & TH   | 1:30pm - 4:30pm                     | English / Spanish |
| San Bernardino   | Department of Social Services<br>District #01<br>494 N. "E" Street          | M - F    | 8:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |
|  | Department of Social Services<br>District #02<br>2050 N. Massachusetts Ave. | M - F    | 8:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |
| Victorville  | Department of Social Services<br>12219 2nd Ave.                             | M, W & F | 1:30pm - 4:30pm                     | English / Spanish |
|  |   | T & TH   | 9:00am - 12:30pm                    |                   |
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**RIVERSIDE COUNTY  
CALIFORNIA HEALTH CARE OPTIONS  
PRESENTATION SITES TO THE PUBLIC  
OCTOBER 2000**

| <b>CITY</b>    | <b>LOCATION</b>   | <b>DAY</b>             | <b>TIME</b>   | <b>LANGUAGES</b>  |
|----------------|---|------------------------|---|-------------------|
| Banning        | Department of Social Services<br>63 S. 4th Street                 | M, W & F<br><br>T & TH | 8:00am - 12:30pm<br>1:30pm - 4:30pm<br>8:00am - 12:30pm | English / Spanish |
| Cathedral City | Department of Social Services<br>68615-A Perez Road, #9           | T & TH                 | 8:00am - 12:30pm<br>1:30pm - 4:30pm                     | English / Spanish |
| Hemet          | Department of Social Services<br>541 N. San Jacinto Ave.          | T & TH                 | 8:00am - 12:30pm<br>1:30pm - 4:30pm                     | English / Spanish |
| Indio          | Department of Social Services<br>47-950 Arabia Street             | M, W & F               | 8:00am - 12:30pm<br>1:30pm - 4:30pm                     | English / Spanish |
| Lake Elsinore  | Department of Social Services<br>575 Chaney Street                | M, W & F<br><br>T & TH | 8:00am - 12:30pm<br>1:30pm - 4:30pm<br>8:00am - 12:00pm | English / Spanish |
| Moreno Valley  | Department of Social Services<br>23119 Cottonwood Ave.<br>Bldg. C | M - F                  | 8:00am - 12:30pm<br>1:30pm - 4:30pm                     | English / Spanish |

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CALIFORNIA HEALTH CARE OPTIONS  
PRESENTATION SITES TO THE PUBLIC  
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| CITY  | LOCATION  | DAY      | TIME                                | LANGUAGES         |
|---|---|----------|-------------------------------------|-------------------|
| Norco   | Department of Social Services<br>3178 Hamner Street                         | M -F     | 8:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |
| Perris  | Department of Social Services<br>2055 N. Perris Blvd., B2                   | M, W & F | 8:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |
| Riverside   | Department of Social Services<br>District #9 & #10<br>4260 Tequesquite Ave. | M - F    | 8:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |
|   | Department of Social Services<br>District #24<br>11060 Magnolia Ave.        | M - F    | 8:00am - 12:30pm<br>1:30pm - 4:30pm | English / Spanish |
| Temecula  | Department of Social Services<br>43264 Business Park Dr. B-1                | T & TH   | 1:30pm - 4:30pm                     | English / Spanish |
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